

# THE FABULOUSLY BRAVE

## 13 STEP PARTY

### WHAT TO PACK FOR YOUR PARTY:

#### "I DESERVE IT ALL" ROLL UP BAG

**Pocket 1:** TimeWise 3-1 Cleanser (N/D OR C/O), Day Solution, Night Solution, TimeWise Age-Fighting Moisturizer (N/D OR C/O), Liquid Foundation Brush

**Pocket 2:** TimeWise Microdermabrasion Set, Oil-Free Eye Makeup Remover, Indulge Soothing Eye Gel, TimeWise Firming Eye Cream

**Pocket 3:** Empty Compact Mini filled with Eye Applicators & Cheek Brush, Powder Brush, Translucent Powder, Black Ultimate Mascara (Color customized at Follow Up appointment).

**Pocket 4:** Satin Hands Pampering Set & Satin Lips Set

#### ROLL UP BAGS:

- ONE "I Deserve it All" Roll Up Bag for EACH guest (take ALL product out of boxes and bags). Color code EACH bag with a cute PINK ribbon for N/D & PURPLE ribbon for C/O. Pre-profile guests to know which bag is best for them.
- Facial Demo Roll Up Bag OR Color Demo Roll Up Bag (depending on which type of appointment it is)

#### FACIAL DEMO ROLL UP BAG

**Pocket 1:** TimeWise 3-1 Cleanser (N/D & C/O), Day Solution, Night Solution, TimeWise Age-Fighting Moisturizer (N/D & C/O), TimeWise Microdermabrasion Set

**Pocket 2:** TimeWise Repair Set OR Clear Proof Set OR Botanical Set

**Pocket 3:** Oil-Free Eye Makeup Remover, Indulge Soothing Eye Gel, TimeWise Firming Eye Cream, Foundation Primer & CC Cream Foundations (ALL 4 shades), Liquid Foundation Brushes

**Pocket 4:** Satin Hands Pampering Set & Satin Lips Set

#### COLOR DEMO ROLL UP BAG

**Pocket 1:** Oil-Free Eye Makeup Remover, TimeWise 3-1 Cleanser (N/D), TimeWise Age-Fighting Moisturizer (C/O), Foundation Primer, CC Creams (one of each), Liquid Foundation Brushes

**Pocket 2:** Concealers (one of each), Highlighters (one of each), Translucent Powder, Powder Brushes & Eye Primer

**Pocket 3:** Cream Eye Colors (one of each), Cream Cheek Colors (one of each), Glosses, Black Ultimate Mascara

**Pocket 4:** Satin Hands Pampering Set & Lip Mask

\*Pack Hostess Look in Starter Kit.

#### ALSO PACK:

**STARTER KIT:** Demo Roll Up Bag (depending on appointment), Clean "I Deserve It All" Closing Bag, ONE Demo Brush Set (for hostess), one CLEAN Mirror per guest (packed in zipper pouch) with Tray Facial/Glamour Card, 1 Plastic Tray Insert, 1 Facial Cloth, Wash Cloth, 2 Cotton Balls or Rounds & a WORKING pen.

**FABULOUSLY BRAVE BINDER:** Zipper pouch (filled with Customer Profile Cards, Look Books, Sales Tickets, Hotline Cards & Hostess Bucks), THIS "13 STEP PARTY" Guide in a clear protective sleeve, Candy Marketing Info Sheet in a clear protective sleeve, Candy Marketing Quiz Pocket, Laminated Mary Kay Menus Pocket, Hostess Packet Pocket & Agreements

**CANDY MARKETING BAG** (filled with ALL Candies as described on info sheet), **3 PRIZES & HOSTESS GIFT**

## 1. WELCOME GUESTS

Do Satin Hands on the GUESTS and MATCH CC Cream Foundations on HOSTESS & GUESTS. \*If Color Appointment, have the Hostess Color Card and samples (eye liner, mascara, lip liner and lip gloss) at the Hostess Seat in a goodie bag. **Place ONE "I Deserve It All" Roll Up Bag behind each mirror.**

## 2. THANK EVERYONE

- A. Have guests fill out the front of the Customer Profile Card as they arrive.
- B. Thank HOSTESS for hostessing party and opening up her home (present her with small gift).
- C. Thank GUESTS for coming.
- D. Say, "This is the first of 2 APPOINTMENTS:
- E. If FACIAL, say "At this appointment, you are being treated to a pampering facial. At your FOLLOW-UP APPOINTMENT, you will receive a personalized color makeover."
- F. If COLOR, say, "Our HOSTESS \_\_\_\_\_ will be receiving her personalized color makeover TODAY and you will receive your personalized color makeover at your next appointment. Tonight, GUESTS, you get to "play" with makeup."
- G. Say, "Just so you know, our HOSTESS can earn up to \$200 in FREE Mary Kay today/tonight just for partying with me! That's right, YOU can earn up to \$200 in FREE Mary Kay when you book a party from this party! Who likes FREE stuff (raise your hand)? I'll give you more details at the end of the party during your individual consultation.

## 3. HAVE EVERYONE INTRODUCE THEMSELVES

- A. What's your name?
- B. How do you know the HOSTESS?
- C. How do you spend your time?

## 4. TELL YOUR "I" STORY (write notes below)

**TRANSITION:** Say, "Mary Kay always said that there is AT LEAST ONE person at EACH party who would make a GREAT Mary Kay Consultant! So, throughout the party, be thinking if that person could be you!"

"I'm looking for THREE types of women today:

- 1. Customers who LOVE our products
- 2. At least TWO people who will book a party
- 3. Women who are looking for extra money, something fun OR to change their lives!

**5. CANDY BREAK (read the CANDY BREAK INFO SHEET aloud, pulling out AND holding up one of EACH piece of candy as you describe it ).**

**6. HAVE ALL CLEAN THEIR FACES**

**TIMEWISE FACIAL ORDER OF APPLICATION**

1. Oil-Free Eye Makeup Remover
2. Cleanser
3. Microdermabrasion Steps 1 & 2 (on the back of one hand only)
4. Day or Night Solution on the face (depending on what time of day it is). Demo the other on one elbow only.
5. Moisturizer
6. Foundation Primer
7. Foundation
8. Indulge Soothing Eye Gel
9. Firming Eye Cream

**TIMEWISE REPAIR ORDER OF APPLICATION**

1. Oil-Free Eye Makeup Remover
2. Cleanser
3. Microdermabrasion Steps 1 & 2 (on the back of one hand only)
4. Moisturizer
5. Day or Night Cream on the face (depending on what time of day it is). Demo the other on one elbow only.
6. Eye Renewal Cream
7. Foundation Primer
8. Foundation

**COLOR ORDER OF APPLICATION**

1. Oil-Free Eye Makeup Remover
2. Cleanser
3. Moisturizer
4. Foundation Primer
5. Foundation

**CLEAR PROOF ORDER OF APPLICATION**

1. Oil-Free Eye Makeup Remover
2. Cleanser
3. Microdermabrasion Steps 1 & 2 (on the back of one hand only)
4. Toner
5. Moisturizer
6. Acne Treatment Gel
7. Indulge Soothing Eye Gel
8. Firming Eye Cream
9. Foundation Primer
10. Foundation

**BOTANICALS ORDER OF APPLICATION**

1. Oil-Free Eye Makeup Remover
2. Cleanser
3. Microdermabrasion Steps 1 & 2 (on the back of one hand only)
4. Mask
5. Toner
6. Indulge Soothing Eye Gel
7. Moisturizer
8. Indulge Soothing Eye Gel
9. Firming Eye Cream
10. Foundation Primer
11. Foundation

**Mary Kay Oil-Free Eye Makeup Remover**

**TimeWise 3-in-1 Cleanser**

**Microdermabrasion Step 1: Refine**

**Microdermabrasion Step 2: Replenish**

**Day Solution**

**Night Solution**

**TimeWise Age-Fighting Moisturizer**

**Indulge Soothing Eye Gel**

**TimeWise Firming Eye Cream**

**Foundation Primer**

**CC Cream Foundation**

## **7. SATIN LIPS**

*Treat your lips to the ultimate two-step system that gently exfoliates and moisturizes your lip.*

- Satin Lips Mask effectively exfoliates dead surface skin cells **\*REFERRALS\***
- Satin Lips Balm moisturizes lips for at least six hours. **DO NOT DO AT COLOR MAKEOVER.**

While the LIP MASK sits: GET REFERRALS

Say, “The lips mask needs to sit about 2-3 minutes, so if you will turn over to the back of your CUSTOMER PROFILE CARD and grab your cell phones—we are going to play a game! We allow EACH one of our customers to GIFT up to 7 friends, family or coworkers with a GIFT OF PAMPERING! They can choose either a PAMPERING FACIAL OR A COLOR MAKEOVER. Who do you know who works way too hard, puts everyone before herself AND DESERVES to be pampered? I’ll give you 2 minutes to do this while the LIP MASK sits and whoever has 7 FIRST gets a GIFT and whoever has the MOST REFERRALS (more than 7) gets a GIFT too!” Time 2 minutes, and then finish the FACIAL with the LIP BALM.

## **8. HOSTESS COLOR MAKEOVER (COLOR ONLY)**

Guide HOSTESS through her makeover (5 minutes). While HOSTESS is applying COLOR using the DEMO BRUSH SET, explain a quick DASH OUT THE DOOR LOOK for the guests using two CREAM EYE COLORS of their choice, one CREAM CHEEK COLOR of their choice, mascara & gloss.

## **9. COMPLIMENT TIME**

Go around the table and ask EVERYONE: What do you love most about your skin? HOSTESS: What do you love most about your look (COLOR ONLY)? GUESTS: What do you love most about our HOSTESS’S look (COLOR ONLY)?

## **10. PASS OUT MARY KAY MENUS**

Say, “Now we come to one of my FAVORITE times of my parties, which is when I get to tell you how you can take this FABULOUS product home with you! I want everyone to reach behind their mirror for YOUR personal “I DESERVE IT ALL” BAG (I’ve been working from mine during this party). Go ahead and open it up! In YOUR bag, you have in POCKET #1 YOUR Miracle Set complete with Foundation Primer and CC Cream; in POCKET #2 YOUR Microdermabrasion Set, YOUR Eye Makeup Remover, YOUR Soothing Eye Gel AND YOUR Firming Eye Cream; in POCKET #3 YOUR Personalized Color Look (which we will fill up at YOUR Color Makeover Party); AND in POCKET #4 YOUR Satin Hands Set AND YOUR Satin Lips. NOW, the “I Deserve It All” retails for just under \$500 DOLLARS, but today, YOU’LL receive YOUR “I Deserve It All” for just \$299!

Now, if you DON’T feel like you deserve it all, you could start with our customizable PRINCESS BAG. Do me a favor and rip off the last two pockets of your bag AND remove ALL eye products from Pocket #2. This is a visual of about how much product comes in YOUR bag. This bag is completely CUSTOMIZABLE. You can choose from ANY of the 8 Sets listed on our Mary Kay Menu. The Sets MUST add up to AT LEAST 150, and you’ll receive the bag for FREE!

LASTLY, we have the MIRACLE SET. Please pull out YOUR Miracle Set AND CC Cream from YOUR bag. This set retails for \$130 DOLLARS, but tonight it's ONLY 99. Okay, go ahead and put your bag back together.

### **11. CANDY BREAK GAME**

Hold up EACH candy and ask the guests to recall it's meaning. Give the candy to the guest who answers correctly.

### **12. CANDY BREAK QUIZ**

Pass out ONE to each GUEST and ask them to fill it out. Draw ONE Quiz for ONE MORE PRIZE.

### **13. CLOSING INDIVIDUAL CONSULTATION \*MOST IMPORTANT\***

Ask, "Did you have a great time (nod while asking)? Doesn't your skin feel great? Great! What would you love to take home with you tonight?"

**FIRST SELL:** "YOUR "I DESERVE IT ALL" BAG for 299, the customizable PRINCESS BAG for 150 OR is the Miracle Set more what you had in mind?" (Look down at Sales Ticket and wait for her response. If she wants individual items, pull them out of her BAG and bag it up. Otherwise, let her take HER BAG with her). OK, what else?"

**SECOND BOOK:** Book the GUEST for her COLOR MAKEOVER/PARTY with her friends (perhaps those listed on Profile Card). Say, "When would you like to get together for your COLOR MAKEOVER...do you prefer a weeknight or weekend? \*Always give 2 options and select a date/time). Have HOSTESS fill out her name and number in the time slot. Then give HOSTESS the HOSTES PACKET and briefly explain content.

**THIRD RECRUIT:** Say, "I see that you put a \_\_\_\_\_ on your form...(see below).

- **If a 10,** say "YAY! I'm so excited for you to join me!!!" Pull up the Agreement on your phone, tablet or computer for HER to fill out (DO NOT fill it out for her because it is a legal and binding contract) and ask her what she is most excited about.
- **If a 6-9,** say "What was it about our party that caused you to think about Mary Kay for yourself?" (Find out her WHY).
- **If a 1-4,** BUT you were impressed with her, say "With proper training, could you ever see yourself doing what I do?"

"What questions or concerns would you have about getting started TODAY?" (This is where you will get objections. An objection is simply a question in disguise.) See OVERCOMING OBJECTIONS on the NEXT page.

If she is a 1-9 and is considering joining BUT wants more questions/concerns answered, invite her to listen to our BRAVE Hotline with the invite card, schedule a training/follow up call with your SALES DIRECTOR within 24-48 hours OR invite her to your NEXT Mary Kay event!!!

\*ASK her to send in the next Customer.

# OVERCOMING OBJECTIONS

## **1. I am just too busy!**

Question: If I can teach you how to make an extra \$200 per week working only 3 hours a week, could you find 3 hours? OR ask her about her current schedule for a week and suggest some times maybe she could “plug” Mary Kay in to some slots (“sprinkling” Mary Kay in to her life).

## **2. I'm just not the sales type!**

Question: Great! Would you believe that 90% of Mary Kay women aren't the sales type? We look for women who can simply teach other women how to feel better about themselves through skin care and makeup...or even by sharing this incredible opportunity and impacting their lives! Would you agree that every woman buys skin care and makeup from somewhere? Why not buy the #1 best selling product from you? I believe that in today's world, we don't get service like we should, and because you will provide a great service to your customers, they will have more of a reason to buy from you! \*If you are concerned about being “pushy,” would you agree that women wouldn't want to come back to us for more if we had that approach? I love providing great service to women!

## **3. I really need to talk to my family or husband!**

Question: Great! What do you think your husband will say? Great...why don't we go ahead and fill out and save the online agreement. IF for some reason he has any questions, I will be more than happy to answer them. If he still says “no,” then we can delete your agreement and you can remain a great customer.

## **4. I don't know that many people!**

Question: Do you know 1 person who could be a “practice” face for you? If I can teach you how to turn 1 person into ALL the other people you will ever need to know...would you be willing to learn?

## **5. I don't have the money!**

Question: Do you have access to a credit card? OR if I can show you how to earn \$100 in 2 weeks, could you find someone who can help you get started? Do you know 2 people who love and believe in you \$50 worth or 4 people who believe in you \$25 worth?

## **6. Just not now...not a good time!**

Question: If you were to start a Mary Kay business, what would be your reason? (find out their why and overcome the objection). If I promise to hold your hand and teach you how to do this, what would keep you from getting started today? \*Offer a signing bonus!

The key is once you have overcome the objection...don't stop there!

Ask: “Is there any reason why we couldn't get you started today?”